334M'

160A

See
LUCILLE BALL
and
DESI ARNAZ
starring in
"I LOVE LUCY"
CBS-TV

"Wanna bet, Mister?"

WANNA BET that if you put up a display of PHILIP MORRIS King Size and Regular you'll sell lots more cartons of cigarettes? I *know* you will—because it's happening every day. What's more, I'll help you win that bet! You know, Ricky and I have been working like mad to help sell PHILIP MORRIS for you on our show, "I Love Lucy." And "Pentagon U. S. A.," the new TV thriller, and "Bonino" the new TV comedy hit starring Ezio Pinza, are doing a great job, too. Don't forget "Playhouse on Broadway" on radio every week. Terrific newspaper ads and color pages in *Life*, *Look*, *Saturday Evening Post* and *Collier's*. Great point-of-purchase material, too!

So—here's a *sure* bet! Stock and feature PHILIP MORRIS King Size and Regular, and I'm betting you'll sell more cartons of cigarettes than ever. Remember, out of stock—*means money out of your pocket!*

Love 'n kisses,
Lucy

KING SIZE or REGULAR

CALL FOR PHILIP MORRIS

Ad No. 251 (7x10)
Trade Publications, Oct. 1953

P. O. 7711
9252-1-P-DTS-8-26

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Source: https://www.industrydocuments.ucsf.edu/docs/yrxx0001

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